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FEATURES

A passion for pets leads to a thriving Winchester business

CHRIS STEVENS | CORRESPONDENT

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Deborah Maida launched No Dog Too Small, a personalized pet care company, in 2013 and more than a decade later, tails are still wagging strong! COURTESY PHOTO/DEBORAH MAIDA

It's a drizzly, tropical Friday and Deborah Maida is maneuvering
golden brown puppies, Cooper and Jesse, around Horn Pond in W

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Despite the intermittent rain, it's a great day for a walk, but for Maida it's all business, even if that business does include lots of tail wagging and the occasional wet kiss.

Maida and her Winchester based business No Dog Too Small, a play on the saying "no job too small," provides training, care and education for all families and dogs of all ages, sizes and breeds.

"I've always had a passion for animal care and dogs and cats," she said. "I grew up with so many animals, my parents always had us around animals and what a great thing, right?"

So great, she turned it into a business.

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Deborah Maida, owner of the Winchester based No Dog Too Small, takes Cooper and Jesse for a walk around Horn Pond. WINCHESTER NEWS STAFF PHOTO/CHRIS STEVENS

In 2010 Maida, a Winchester native, began walking dogs for another company, but by 2013, she felt ready to strike out on her own. Ma she'd already run a personal training business.

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“So I knew I was capable of running my own business,” she said. “I was always thrilled to create and start something new … so I started my business which is No Dog Too Small, dog walking and pet sitting.”

Evolution

Then in 2020 came the pandemic, when the entire world shut down and the big question became, “how are we going to maneuver the business so that we’re still doing it?” Maida said. She said she needed to figure out safety protocols while maintaining the company’s momentum. And she did — so much so that Maida not only managed to keep her business going during the COVID-19 shut down — she grew it.

“I started to promote mobile drop by visits,” she said.

Clients working from home or on a hybrid schedule, would leave their pets in the foyer or the mudroom where a masked up Maida would pick them up for a walk. Though clients might have cut their scheduled walks in half, Maida said she used the down time wisely.

“It was during this timeframe … I wanted to do more with animals,” she said. “I went back to do more dog training.”

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Jesse, left, and Cooper, dancing, cool down after their walk around Horn Pond with No Dog Too Small owner Deborah Maida. WINCHESTER NEWS STAFF PHOTO/CHRIS STEVENS

Licensed through Family Paws, Maida began to work with new parents who already had dogs living in their home.

“I felt it necessary to help educate in order to prevent bites, and how you can navigate a successful home with a dog and an infant,” she said, adding, “and a growing infant, because infants become toddlers and then become little kids. There’s all different stages.”

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Maida said she began to offer family plans and consultations that included teaching adults skills and animal training. She also, after much research, began to incorporate dog and cat food and supplements in her offerings from a company called PawTree.

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Maida also developed services like basic puppy training, adolescent training for when dogs start jumping or getting into mischief and socializing dogs through playgroups at a local park. She even started taking on more unique gigs like teaming up with realtors and even wedding planners.

Maida said she'll take pets out for a walk during an open house or if your dog is going to be part of your wedding, she'll pick the pup up for the service or photos then whisk him/her away so they don't get lost in the reception.

She also offers a walk and train program, which is what she was doing with Jesse and Cooper on that rainy Friday.

Cooper is just a year and a half old, Jesse is a little older, Maida explained. Walking the dogs one-on-one or two-on-one as it were, gives her the ability to spot certain behaviors that she can then redirect. She said she likes to walk Jesse and Cooper together because they have a nice rapport and Cooper takes behavioral cues from Jesse — most of the time.

"Of course, they're animals, so nothing's perfect, right?" she said with a laugh. "When I first started walking them, we'd be walking when

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sudden, my leashes are twisted, dogs are flying and people are like 'oh there goes that trainer, she's doing a great job.'"

But Maida noted people don't have to have a package deal, they can choose services a la carte. Her goal simply is to "offer a more of a comprehensive pet care business," she said.

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No Dog Too Small owner Deborah Maida calms Jesse and Cooper down with a few hand signals after their romp around Horn Pond. WINCHESTER NEWS STAFF PHOTO/CHRIS STEVENS

IT edge

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You wouldn't think animal care would have a technical edge to it, but it does.

"We work with software so each client gets updates and photos and a journal," she said.

It also has GPS so owners know when and where their pets have been walked. For example, Maida said, Cooper and Jesse's owners will see that they did a loop around Horn Pond Friday. They also use Slack, a communications tool so Maida and clients can be in close communication.

Growing pains

Maida's company was growing even before COVID and up until 2017, 2018 she had been doing all the work herself. Then she took a leap and hired some help. She said her employees are trained in pet CPR and first aid and are able to take training courses on a platform called Fetch. And every new client, whether it's for dog walking or sitting or training, starts with a meet and greet between people and animals.

"We hope that we're building relationships through time," she said. "Building trust and relationships, that whole process is so important."

Maida serves animals in Middlesex County, including Winchester, Woburn, Arlington, Medford, Stoneham, Reading and Wakefield. Check out all she has to offer at https://www.nodogtoosmall.com/.

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March 4, 2026

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Celebrating Black history and culture with art, reflection, and community

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Well, Winchester, we made it through the weekend with only a coating of snow that amounted to nothing on Sunday afternoon. But during the Feb. 22-23 blizzard, Winchester News once again asked residents to send their snow photos. And here is what we received! Solmaz Amirnazmi said her daughters and

NELL ESCOBAR COAKLEY | STAFF WRITER

March 2, 2026

The big events in Winchester Community Music School always take place in Nichols Performance Hall. With the school and its performances' growing in popularity, the hall and many of its amenities are due for an upgrade. The performance hall is one of the main areas that the school seeks to

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Celebrate Women's History Month with Girls Leading Change

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NEWS

Winchester School Committee candidates bring contrasting backgrounds to Thursday forum

Two candidates for Winchester's School Committee will face voters at a forum as the district navigates a new literacy curriculum, budget pressures and questions about student mental health. Heather von Mering and John Bellaire are competing for an open seat on the School Committee, which oversees a budget von

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EVENTS

Ripley Chapel in Winchester presents ‘Syldason: You Are Welcome Here’

The following was submitted by the Ripley Chapel at First Congregational Church: On Friday, March 13, beginning at 7:30 p.m., live in-person and live streamed from the stunning Ripley Chapel at First Congregational Church, Winchester, 21 Church St., join in with Syldason, a duo concert featuring Sylvie Zakarian,

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